

WORLD OF DISNEY

*Village Marketplace
Lake Buena Vista, Florida
Client: Walt Disney Imagineering*



AWARDS

*Store of the Year, 1996
Chain Store Age magazine*

*First Place (Entertainment Facility), 1996
VM+SD magazine*

Elkus Manfredi designed Disney's largest retail store, the 50,000-square-foot World of Disney, located in the Village Marketplace outside Disney World's legendary Magic Kingdom. An oasis of resorts and lagoons, the Village provides respite for patrons after a visit to the Magic Kingdom. To preserve the small-town ambiance, Elkus Manfredi used the gables, low-sloping roofs, and overhanging eaves of the Arts & Crafts style to scale the store's street-level dimensions to its surroundings.

Like all Disney creations, this store tells a story: "a world tour with Mickey's Adventurers' Club." Disney characters fly in airships atop the entrance canopies. The interior's cruciform floor plan is divided into interconnecting volumes with a Rotunda and a Great Hall where Mickey's friends rendezvous high among wooden trusses. Patrons travel through a fanciful series of themed selling rooms, each filled with merchandise amid murals and oversized replicas of beloved Disney characters. Every detail contributes to the trademark "Disney magic." Alice tumbles down the rabbit hole past walls of stuffed animals; Cruella DeVille glowers among shimmering jewelry cases; Captain Hook's grinning crocodile is filled with ticking clocks. Far from a traditional shopping experience, this is merchandising as state-of-the-art entertainment, a concept emulated by many, but invented and perfected by Disney.



